

2026 EDITIONS OF **CHANGAMKA KENYA SHOPPING FESTIVAL**



KENYA ANNUAL MANUFACTURING SUMMIT AND EXPO

*Driving Industrial Growth Through
Manufacturing, Trade, and Innovation*

2nd – 5th July 2026: Mombasa Edition

3rd – 8th November 2026: Nairobi Edition

PARTNERSHIP PROPOSAL



INTRODUCTION

Kenya Annual Manufacturing Summit and Expo (Changamka Shopping Festival) 2026, convened by the Kenya Association of Manufacturers (KAM), is Kenya's premier manufacturing, trade, and consumer-engagement platform, designed to accelerate industrial growth, value addition, market access, and policy dialogue.

The 2026 edition will be implemented through two high-impact editions—the Mombasa Edition and the Nairobi Edition—to deepen national reach, strengthen coastal and inland trade linkages, and expand regional and continental market access. We will hold the events in collaboration with the Ministry of Investments, Trade, and Industry (MITI) and other strategic development partners, in line with national industrialization and trade priorities.

Changamka 2026 brings together manufacturers, SMEs, policymakers, investors, development partners, technology providers, retailers, hosted buyers from across Africa, and consumers through a structured B2B Exhibition, a high-level Manufacturing Summit, an integrated Hosted Buyers Programme, and a large-scale consumer shopping festival.

MOMBASA EDITION

Dates: 2nd – 5th July 2026

Venue: Oshwal Community Centre, Mombasa

The Mombasa Edition will leverage the Coastal region's strategic position as a trade and logistics hub, supporting manufacturers targeting export markets, port-based logistics, and regional trade corridors. The edition will emphasize export readiness, logistics, standards compliance, and cross-border trade, particularly for manufacturers serving the Eastern and Southern Africa markets.

NAIROBI EDITION

Dates: 3rd – 8th November 2026

Venue: KICC, Nairobi

The Nairobi Edition will serve as the flagship national edition, bringing together the full manufacturing ecosystem, including policy leadership, regional buyers, investors, and development partners. It will provide expanded platforms for policy dialogue, investment promotion, innovation showcase, and consumer engagement, positioning Kenya as a regional manufacturing and trade hub.





KEY FEATURES OF THE SUMMIT AND EXPO

KENYA INDUSTRIALIZATION CONFERENCE

The Kenya Association of Manufactures in partnership with the Ministry of Investments, Trade and Industry (MITI) and other partners, commemorates the African Industrialization Week through hosting the Kenya Industrialization Conference.

The occasion brings together participants drawn from academia, industry, policymakers, and development partners from the national, regional, and international levels, and it includes experts' presentations on topical issues that seek solutions that drive sustainability in manufacturing. The recent conference attracted over 500 delegates from Kenya and other countries.

For exhibitors and sponsors, participation offers:

High brand visibility before a large and influential audience of industry leaders, policymakers, and consumers.

Direct engagement with over 500 conference delegates, including potential buyers, distributors, and investors.

Opportunities to demonstrate product innovation and quality to a market that values locally manufactured goods.

A platform to align your brand with Kenya's industrialization agenda and support the promotion of local manufacturing.

Strategic networking with key stakeholders shaping the future of manufacturing and trade in Kenya and the region.

By participating as an exhibitor or sponsor, organizations position themselves at the centre of Kenya's industrialization conversation while benefiting from strong brand exposure, market access opportunities, and association with a national platform promoting locally manufactured products.



KEY FEATURES OF THE KENYA ANNUAL MANUFACTURING SUMMIT AND EXPO

BUYERS HOSTING: AFRICAN MARKET

The Hosted Buyers Program is a strategic market access initiative embedded across both the Mombasa and Nairobi editions of Changamka Shopping Festival 2026. Through this programme, KAM will host pre-qualified buyers from selected African countries to facilitate direct B2B engagements, trade negotiations, and cross-border partnerships with Kenyan manufacturers.

The program directly supports export growth, intra-African trade, and AfCFTA implementation, while reducing market entry barriers for manufacturers.

Target Buyer Profiles

- Regional wholesalers and distributors
- Large retail chains and supermarkets
- Importers and export agents
- E-commerce and digital trade platforms
- Institutional and corporate buyers
- Trade aggregators and buying groups

Target African Markets

- **East Africa**
 - Uganda, Tanzania, Rwanda, Burundi, Ethiopia
- **Southern Africa**
 - Zambia, Zimbabwe, Malawi, South Africa, Mozambique
- **West Africa**
 - Nigeria, Ghana, Sénégal, Côte d'Ivoire
- **Central Africa**
 - DRC, Cameroon





B2B EXHIBITION

The B2B Exhibition is a central pillar of Changamka Shopping Festival 2026 across both editions, providing manufacturers and solution providers with a platform to showcase products, services, and innovations. The exhibition facilitates business matchmaking, partnerships, distribution linkages, and investment opportunities for firms seeking domestic, regional, and international expansion.

The Exhibition Will Feature:

- Manufacturing companies across key sectors
- Agro-processing and value addition firms
- FMCG manufacturers
- Innovators, startups, and SMEs
- Packaging, logistics, and supply chain solutions
- Industrial machinery and equipment providers
- Companies targeting regional and export markets
- Financial and technology digital industry solutions

Participants Include:

- Policymakers and senior government officials
- Manufacturing executives and industry leaders
- Development partners and NGOs
- Financial institutions and investors
- Academia and research institutions

WHY JOIN US AT THE 2026 KENYA ANNUAL MANUFACTURING SUMMIT AND EXPO?

Verified buyers, structured matchmaking, reduced export costs, and real contract opportunities

Curated access to credible Kenyan manufacturers and competitively priced products

**For
Buyers**

**For
Partners**

High-visibility positioning as facilitators of regional trade and AfCFTA implementation

**For
Manufacturers**

PARTNERSHIP OPPORTUNITIES

Changamka Shopping Festival 2026 offers tiered sponsorship and partnership packages across both editions, providing partners with national visibility, regional reach, and measurable market access impact. Special branding opportunities will be available for:

- Hosted Buyers Programme
- Market Access Lounges
- Manufacturing Summit sessions
- Awards and Gala Dinners

Platinum Sponsor: KES 5,000,000

- Exclusive keynote speaking slot (20 minutes)
- Premium expo booth (144 Square Meter Booth, prime location)
- 10 VIP delegate passes
- Prominent branding on main stage backdrops and event banners
- Logo placement on event website, press releases, and publications
- VIP networking dinner access (10 tickets)
- Branded content in the summit report and post-event video
- Opportunity to place branded items in delegate packs
- Logo visibility on live-streamed sessions
- Prominent branding on KAM digital platforms during the promotional period

Gold Sponsor – KES 4,000,000

- Panel speaking slot (10 minutes) or workshop facilitation
- Large expo booth (81 sq.m. at a priority location)
- 6 VIP delegate passes
- Logo on main stage banners, website, and printed materials
- Media mentions and inclusion in press releases
- VIP networking dinner access (6 tickets)
- Opportunity to include one branded item in delegate packs



PARTNERSHIP OPPORTUNITIES

Silver Sponsor – KES 3,000,000

- Panelist seat in expert discussions
- Standard expo booth
- 4 standard delegate passes
- Logo on event program, website, and signages
- VIP networking dinner access (4 tickets)

Bronze Sponsor – KES 2,500,000

- Workshop speaking slot (15 minutes)
- 3m x 3m expo booth
- 4 standard delegate passes
- Logo on event website and program

Exhibition Package (Standard Scheme)

- Package Includes:
 - White walling and fascia with name panel
 - Carpeted flooring
 - 1 table and 2 folding chairs
 - 1 power point (220V – 15A)
 - Waste basket and general cleaning

Exhibition Floor Plan & Cost

- Standard Booth (3m x 3m): KES 125,000
- Open Space (3m x 3m): KES 80,000

Speaker Categories and Roles

Corporate Speaker: KES 500,000

A premium paid opportunity for organizations to showcase leadership, innovation, and solutions within the manufacturing sector. A company representative delivers a 10–15-minute presentation during the Summit.

Keynote Speaker: KES 500,000

Reserved for high-profile industry leaders to set the agenda through visionary insights on manufacturing, trade, and industrial development.

Panel Speaker: KES 250,000

Participation in moderated expert discussions with audience engagement and Q&A sessions.

Workshop Hosting: KES 300,000

Facilitation of practical, interactive sessions for companies marketing products, technologies, or services.

Speaker Categories and Roles

- Early Bird: KES [Insert Value]
- Standard: KES [Insert Value]
- VIP (Includes networking lounge access and exclusive sessions): KES [Insert Value]

Delegate Fees

- Early Bird: KES [Insert Value]
- Standard: KES [Insert Value]
- VIP (Includes networking lounge access and exclusive sessions)
 - KES [Insert Value]

Visitor Access

- General visitors: Free Entry



SOME OF THE PARTNERS FROM PAST EDITIONS



CONTACT US

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